

Message Text

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PAGE 01 SANTIA 02080 152307Z

12

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 CIAE-00 INR-07 NSAE-00

CU-04 /029 W

----- 020888

R 152150Z MAR 76

FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 7720

INFO USIA WASHDC

AMEMBASSY LIMA

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY QUITO

UNCLAS SANTIAGO 2080

EO 11652: NA

TAGS: CI

SUBJ: SELECTION OF COLOR TV SYSTEM

REF: 1975 STATE 265648, 75 SANTIAGO 7235, SANTIAGO 0700,
SANTIAGO 1708

1. NEWSPAPER REPORTS AND PRIVATE SOURCES AT CHILEAN NATIONAL TV INDICATE GOC MAY MAKE DECISION ON WHICH COLOR TV SYSTEM TO USE IN CHILE IN NEAR FUTURE, PROBABLY THIS YEAR. FROM ALL REPORTS, CHOILD WILL BE PAL/M SYSTEM.

2. FROM OUR SOURCES HERE, BELIEVE BEST POSSIBILITY FOR NTSC SYSTEM RESTS IN U.S. MANUFACTURERS MAKING CONCERTED EFFORT TO CONVINCE GOC OFFICIALS OF NTSC ADVANTAGES THROUGH PERSONAL DEMONSTRATION AND DISCUSSION. OPINION OF MOST GOC ADVISORS HAS LONG BEEN THAT PAL/M IS SUPERIOR SYSTEM TECHNICALLY, BUT NATIONAL TV SOURCES SAY THAT STUDIES OF ALL SYSTEMS NOW BEING CARRIED OUT BEFORE FINAL DECISION.

3. ALTHOUGH USIS BELIEVES GOC WILL INDEED MAKE DECISION ON COLOR TV THIS YEAR, INITIAL OUTLAY FOR COLOR EQUIPMENT WILL PROBABLY

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BE SMALL. REPORTS INDICATE FULL COLOR OPERATION AT LEAST THREE-

FOUR YEARS IN FUTURE, BUT NATIONAL TV HOPES BEGIN BROADCASTING SUCH THINGS AS SPORTS EVENTS, MUSIC FESTIVALS IN COLOR WITHIN ONE-TWO YEARS. NATIONAL TV ALSO HOPES BEGIN TRAINING PERSONNEL TO USE COLOR EQUIPMENT AS SOON AS DECISION IS MADE.

4. CONSIDERING DESIRABILITY CHILE GOING NTSC, CONFUSION WHICH WILL RESULT IN ANDEAN AREA IF IT DOES NOT, AND VENEZUELA'S RECENT FAVORABLE DECISION, BELIEVE DEPARTMENT SHOULD ENCOURAGE U.S. MANUFACTURERS TO TAKE ACTION. OTHER POSTS MAY ALSO BE INTERESTED IN SALES DEMONSTRATIONS BY NTSC MANUFACTURERS.

5. PLEASE NOTE THAT IV GRANTEE MANFREDO MAYOL, NATIONAL TV GENERAL MANAGER, IS CURRENTLY VISITING U.S. AND THAT DISCUSSIONS WITH NTSC MANUFACTURERS OFFER GOOD OPPORTUNITY TO SUGGEST SALES VISIT TO CHILE, AS RECOMMENDED SANTIAGO 1708.
POPPER

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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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EO Systematic Review
04 MAY 2006

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TAGS: ETEL, CI
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